Module 1: Introduction → Lesson 1: Understanding the Central Use Case

Welcome to *Module 1, Lesson 1*. This lesson introduces you to the central use case used throughout the WebFOCUS Business User Edition self-service learning project.

_____

In this scenario, you are a manager that works in the corporate sales department of a leading multinational consumer electronics company. As a sales manager, you have a key role in the success of your organization. In addition, you play a pivotal role in meeting the sales targets and generating revenue for your organization.

Since no sales manager can work alone, you also have the support of a sales team, which consists of four staff members. You also communicate and report sales-related information to the CEO, CFO, and members from the board of directors on a regular basis.

The primary data in your sales department that you use on a daily basis is maintained on Microsoft Excel spreadsheets. However, your organization also maintains data from other departments (for example, Marketing) on a Microsoft SQL Server relational database, which you can connect to if required.

Recently, your organization purchased and installed WebFOCUS Business User Edition for your entire sales department, which has a total of 20 staff members. The primary goal of this purchase is to help your department create and distribute a variety of business analytic content efficiently, which includes, but is not limited to:

- Tabular reports and individual charts that can be assembled on personal pages.
- Documents that can be viewed on standard screens, or printed on paper if required.
- Interactive visualizations that allow for dynamic data discovery.

This content will allow you to gain the insights you need to better understand your sales data, and help you answer questions such as:

- What are our top selling products for this year and how does this compare with last year?
- Which products have the highest margin?
- How much product quantity was sold by region?
- What were our overall sales by region?
- Which U.S. states have the highest revenue?
- How are our stores in Europe performing? Which European city had the highest revenue?

Answers to these questions will help you devise new strategies and techniques to achieve future sales targets. For example, you can now make better decisions regarding product placement promotion efforts for next year.

In addition, this analysis can help you map a potential new customer base and even generate leads for your organization. You can now look forward to generating new opportunities for your organization!

Your first assignment is based on new retail data that you have received in a Microsoft Excel spreadsheet for your organization. You and your sales team have been asked by your CEO to design a visualization and also a document that contains a series of reports and charts that reflect your sales data.

This analysis should show the corresponding revenue each product category has generated. Your document should also reflect the gross profit for each product category.

As a best practice, we recommend that you complete the modules in sequence, as they build on one another.

You are now ready to move on to *Module 1, Lesson 2*, which summarizes the goals and objectives of the WebFOCUS Business User Edition self-service learning project.